## **ORDER**

Orders Order / Rev: 716981 06340417 Alt Order #: NEA FUND CHILD & PUB Product Desc: WKYC Estimate: 1664 09/26/12 - 10/02/12 Flight Dates: Primary AE: Joe Knauer Sales Office: 09/27/12 / 09/27/12 Original Date / Rev: T-WAS Order Type: Political Sales Region: NAT Mundy Katowitz Media/ POL Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1322 G St SE Billing Cycle: EOM/EOC Washington, DC 20003 Agency Commission: 15% Advertiser Name: **NEA Fund for Children and Public** Demographic: A35+ New Business Thru: **Product Codes:** IS-Issue/Non Ballot 00:15:00 Order Separation: Priority: P-2 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

Bill Plan

Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	23	\$37,900.00	\$32,215.00
10/01/12	10/02/12	20	\$36,000.00	\$30,600.00

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$37,900.00	\$32,215.00	0.00
October 2012	20	\$36,000.00	\$30,600.00	0.00
Totals	43	\$73,900.00	\$62,815.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Lr	Ch	Start	End	Inventory Code	Break	Start/End 7	Γime Da	ys	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
1	WKYC	09/28/1	2 09/28/12	Tonight Show Tonight Show	СМ	1135p-1237	a	- F	:30	1	\$3,500.00 P-2	0.00 NM	1	\$3,500.00
	TONITE	SHW-N	BC<	•										
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
	Veek: 09/2		09/30/12	F	1	\$3,500.00	0.00							
2	WKYC	09/28/1	2 09/28/12	M-F 2-3p	CM	2-3p		- F	:30	1	\$450.00 P-2	0.00 NM	1	\$450.00
	RACHA			Rachel Ray										
	_	rt Date	End Date	Wa akdaya	Casta/Mosts	Doto	Doting							
,	<u>اعدی</u> //Veek: 09		09/30/12	Weekdays F	Spots/Week	Rate \$450.00	Rating 0.00							
			2 09/28/12	M-F 4-5p	CM	4р-5р		F	:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
	WICLO	03/20/1	2 03/20/12	Ellen Degeneres	OIVI	-ъ-ор		1	.50	•	ψ000.001 2	0.00 14141	'	ψουσ.σσ
	ELLEN<	:		ogo										
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
\	Veek: 09/2	24/12	09/30/12	F	1	\$800.00	0.00							
4	WKYC	09/28/1	2 09/28/12	M-F 5-6p	CM	5p-6p		- F	:30	1	\$1,400.00 P-2	0.00 NM	1	\$1,400.00
				Dr. Phil										
	DR. PHI													
		rt Date	End Date	<u>Weekdays</u> F	Spots/Week	Rate	Rating							
	Veek: 09/2		09/30/12		1	\$1,400.00	0.00							
5	WKYC	09/28/1	2 09/28/12	M-F 6-7a	CM	6a-7a		- F	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
	CHO NE	WC TO	247	Channel 3 News	Today @ 6AM									
		WS TOE		M/a aladaya	Ca ata AMa ala	Data	Datina							
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					ı	l	

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Order / Rev: 716981 Advertiser: NEA Fund for Children and Public

Alt Order #: 06340417 Product Desc: NEA FUND CHILD & PUB WKYC

Flight Dates: 09/26/12 - 10/02/12 Estimate: 1664

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime D	ays	Len Spo	ıte	Rate Pri	Pta Type	Snote	Amount
5 WKYC		2 09/28/12	M-F 6-7a	CM	6a-7a		- F	:30		\$2.500.00 P-2	0.00 NM	3pois	\$2,500.00
3 WKIC	09/20/1	2 09/20/12	Channel 3 News	_			- 1	.30	'	\$2,500.00 F-2	U.UU INIVI		φ2,300.00
CH3 NE	WS TO	DAY	01101110110110110		•								
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 09/2	24/12	09/30/12	F	1	\$2,500.00	0.00							
6 WKYC	09/28/1	2 09/28/12	M-F 7-9a Today	CM	7a-9a		- F	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
TODAY	SHW		Today Show										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/2		09/30/12	F	1	\$2,500.00	0.00							
7 WKYC	09/28/1	2 09/28/12	M-F 9-10a Today	II CM	9a-10a		- F	:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
<b></b>	0		Today Show II										
	SHW2-N		\\/a aladaa	C= =+= ///= =  -	Data	Datina							
Week: 09/2	rt Date 24/12	End Date 09/30/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$800.00	Rating 0.00							
		2 10/01/12	Late Night	CM	1237a-136a			:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
			Late Night w/Jimr	my Fallon						, ,			. ,
	ON-NBC												
Sta Week: 10/	rt Date	End Date	<u>Weekdays</u> M	Spots/Week	<u>Rate</u>	Rating							
		10/07/12	M-F 3-4p	CM	\$1,200.00 3p-4p	0.00 M		:30	1	\$650.00 P-2	0.00 NM	1	\$650.00
9 WKIC	10/01/1	2 10/01/12	The Doctors	Civi	эр-4р	IVI		.50	٠	ψ030.001 -2	O.OO INIVI	'	ψ030.00
DOCTO	RS<												
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/07/12	M	1	\$650.00	0.00							
10 WKYC	10/01/1	2 10/01/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M		:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
ELLEN<	<		Elleri Degerieres										
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 10/		10/07/12	M	1	\$800.00	0.00							
11 WKYC	10/01/1	2 10/01/12	M-F 6-630p	CM	6p-630p	М		:30	1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
CH 3 N/	NS AT 6		Channel 3 News	ат бр									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/	01/12	10/07/12	M	1	\$3,000.00	0.00							
12 WKYC	10/01/1	2 10/01/12		CM	6a-7a	М		:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
CH3 NE	WS TOE	<b>7</b> 4.V	Channel 3 News	Today @ 6AM	1								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/07/12	M		\$2,500.00	0.00							
13 WKYC	10/01/1	2 10/01/12	M-F 7-9a Today	CM	7a-9a	M		:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
T00.437	01.047		Today Show										
TODAY	t Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/07/12	M	<u>3pots/Week</u>	\$2,500.00	0.00							
		2 10/01/12	M-F 730-8p	CM	730-8p	M		:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
			Entertainment To	night									
	NIGHT 3		M/s sledens	0	Data	Detie							
Sta Week: 10/6	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$2,000.00	Rating 0.00							
-			M-F 9-10a Today		9a-10a			:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
			Today Show II	<del></del>	<del></del>								,
	SHW2-N												
	rt Date	End Date	<u>Weekdays</u> M	Spots/Week 1	Rate	Rating							
16 WKYC		10/07/12 2 09/29/12	Sat 6-630p	CM	\$800.00 6-630p	0.00	S-	:30	1	\$3,000.00 P-2	0.00 NM	3	\$9,500.00
10 11110	00/20/ I	_ 00123112	Channel 3 News		3 000p		.J-	.50	•	ψο,σσσ.σσ1 -2	O.OO INIVI		ψυ,υυυ.υυ
AVG. AI	LL WKS												
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/2	∠4/12	09/30/12	5-	1	\$3,000.00	0.00						•	

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Order / Rev: 716981 Advertiser: NEA Fund for Children and Public

Alt Order #: 06340417 Product Desc: NEA FUND CHILD & PUB WKYC

Flight Dates: 09/26/12 - 10/02/12 Estimate: 1664

						_			
Ln Ch Start End	Inventory Code		Start/End T				Rtg Type		Amount
16 WKYC 09/29/12 09/29/12	Sat 6-630p Channel 3 News at	CM t 6P SAT	6-630p	S	5- :30	1 \$3,000.00 P-2	0.00 NM	3	\$9,500.00
AVG. ALL WKS Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12 Spot Ch Date Range [	S- Description		\$3,000.00 E/End Time	0.00	Weekdays	Length Rate	Rtg Type		
1 NKYC 09/24/12-09/30/12	Sat 6-630p	6-63			Sa				
See MG 16.2,16.3,16.4 [Prgm Change]									
2 NKYC 10/02/12-10/02/12 N M MG for 18.1,17.1,16.1	M-F 7-9a Today	7a-9	a		- T	:30 \$2,500.00	0.00 NM		
3 NKYC 10/02/12-10/02/12	M-F 7-9a Today	7a-9	a		- T	:30 \$2,500.00	0.00 NM		
MG for 18.1,17.1,16.1 4 NKYC 10/01/12-10/01/12 N	M-F 11-1135p	11-1	135p		M	:30 \$4,500.00	0.00 NM		
● MG for 18.1,17.1,16.1	· 		•						
17 WKYC 09/29/12 09/29/12	Nightly News Nightly News	СМ	M-Su 6:28p-	7p S	S- :30	1 \$4,000.00 P-2	0.00 NM	0	\$0.00
AVG. ALL WKS< Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	S-	1	\$4,000.00	0.00	Mookdovo	Langth Data	Dta Tuno		
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>I</u> 1 NKYC 09/24/12-09/30/12 I	<u>Description</u> Nightly News		<u>/End Time</u> u 6:28p-7p		Weekdays		Rtg Type 0.00 NM		
See MG 16.2,16.3,16.4 [Prgm Change]	!								
18 WKYC 09/29/12 09/29/12	SAT TDY NBC Today Show	CM	7a-9a	S	S- :30	1 \$2,500.00 P-2	0.00 NM	0	\$0.00
TODAY SHOW	NBC Today Show	(Sa)							
Start Date End Date Week: 09/24/12 09/30/12	Weekdays S-	Spots/Week 1	Rate \$2,500.00	Rating 0.00					
	Description		/End Time		Weekdays	<u> </u>	Rtg Type		
See MG 16.2,16.3,16.4		7a-9	a		sa	· .30 <del>(φ2,300.00)</del>	· 0.00 /vivi		
[Prgm Change] 19 WKYC 09/27/12 09/27/12	M-F 10-11a	CM	10a-11a	T	- :30	1 \$800.00 P-2	0.00 NM	1	\$800.00
	M-F 10-11a	Civi	10a-11a	1	30	1 φουσ.συ F-2	U.UU INIVI	'	φουσ.υυ
TODAY SHW3-NBC< Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	T	1	\$800.00	0.00					
20 WKYC 09/27/12 09/27/12	M-F 3-4p The Doctors	СМ	3p-4p	T	- :30	1 \$650.00 P-2	0.00 NM	1	\$650.00
DOCTORS<			_						
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$650.00	Rating 0.00					
21 WKYC 09/27/12 09/27/12	Early Today Early Today	СМ	4a-430a	T	- :30	1 \$100.00 P-2	0.00 NM	1	\$100.00
EARLY TDAY-NBC<									
Start Date	<u>Weekdays</u> T	Spots/Week 1	Rate \$100.00	Rating 0.00					
22 WKYC 09/27/12 09/27/12	•	СМ	4p-5p	T	- :30	1 \$800.00 P-2	0.00 NM	1	\$800.00
ELLEN<	Ellen Degeneres								
Start Date	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00					
23 WKYC 09/27/12 09/27/12	M-F 6-630p	CM	6p-630p	T	- :30	1 \$3,000.00 P-2	0.00 NM	1	\$3,000.00
CH 3 NWS AT 6	Channel 3 News a	·							
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$3,000.00	Rating 0.00					
24 WKYC 09/27/12 09/27/12	•	CM	7-730p	T	- :30	1 \$3,000.00 P-2	0.00 NM	1	\$3,000.00
CH 3 NWS AT 7~	Channel 3 News a	1 / P							

CH 3 NWS AT 7<

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Order / Rev: 716981 Advertiser: NEA Fund for Children and Public

Alt Order #: 06340417 Product Desc: NEA FUND CHILD & PUB WKYC

Flight Dates: 09/26/12 - 10/02/12 Estimate: 1664

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots \$3,000,00 24 WKYC 09/27/12 09/27/12 M-F 7-730p CM 7-730p :30 \$3,000.00 P-2 0.00 NM Channel 3 News at 7P CH 3 NWS AT 7< Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 - - - T- - : 0.00 \$3,000.00 25 WKYC 09/27/12 09/27/12 M-F 7-9a Today - - - T- - -:30 \$2.500.00 P-2 0.00 NM CM 7a-9a \$2.500.00 Today Show **TODAY SHW** Weekdays **End Date** Spots/Week Start Date Rate Rating 09/30/12 - - - T- - : Week: 09/24/12 \$2,500.00 0.00 0.00 NM 26 WKYC 09/27/12 09/27/12 M-F 9-10a Today II - - - T- - -:30 \$800.00 P-2 CM 9a-10a 1 \$800.00 Today Show II TODAY SHW2-NBC **End Date** Spots/Week Start Date Weekdays Rating Rate 09/30/12 - - - T- - · Week: 09/24/12 \$800.00 0.00 27 WKYC 10/02/12 10/02/12 **Tonight Show** CM 1135p-1237a - T- - - -:30 1 \$3,500.00 P-2 0.00 NM \$3,500.00 Tonight Show TONITE SHW-NBC< **End Date** Spots/Week Start Date Weekdays Rate Rating Week: 10/01/12 10/07/12 - T- - - -\$3,500.00 0.00 M-F 2-3p СМ 28 WKYC 10/02/12 10/02/12 2-3p - T- - - -:30 \$450.00 P-2 0.00 NM \$450.00 Rachel Ray RACHAEL RAY Spots/Week Start Date **End Date** Rate Rating Weekdays 10/07/12 - T- - - -0.00 Week: 10/01/12 \$450.00 29 WKYC 10/02/12 10/02/12 Early Today CM 4a-430a - T- - - -:30 \$100.00 P-2 0.00 NM \$100.00 Early Today EARLY TDAY-NBC< **End Date** Weekdays Start Date Spots/Week Rating Rate - T- - - -Week: 10/01/12 10/07/12 \$100.00 0.00 M-F 4-5p 30 WKYC 10/02/12 10/02/12 СМ 4p-5p - T- - - -:30 \$800.00 P-2 0.00 NM \$800.00 Ellen Degeneres ELLEN< Start Date **End Date** Weekdays Spots/Week Rate Rating - T- - - -Week: 10/01/12 10/07/12 \$800.00 0.00 31 WKYC 10/02/12 10/02/12 - T- - - -:30 1 \$1,000.00 P-2 M-F 5-6a CM 5a-6a 0.00 NM \$1,000.00 Channel 3 News @ 5AM CH3 NEWS SUNRS Start Date **End Date** Spots/Week Weekdays Rate Rating - T- - - -Week: 10/01/12 10/07/12 \$1,000.00 0.00 32 WKYC 10/02/12 10/02/12 M-F 5-6p CM 5p-6p - T- - - -:30 1 \$1,400.00 P-2 0.00 NM \$1,400.00 Dr. Phil DR. PHIL Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/01/12 10/07/12 - T- - - -\$1,400.00 0.00 33 WKYC 10/02/12 10/02/12 - T- - - -M-F 6-630p CM 6p-630p :30 1 \$3,000.00 P-2 0.00 NM \$3,000.00 Channel 3 News at 6p CH 3 NWS AT 6 Start Date **End Date** Weekdays Spots/Week Rating Rate 10/07/12 Week: 10/01/12 \$3,000.00 0.00 34 WKYC 10/02/12 10/02/12 M-F 730-8p 730-8p - T- - - -:30 1 \$2,000.00 P-2 0.00 NM \$2,000.00 **Entertainment Tonight** ENT TONIGHT 30< Start Date **End Date** Weekdays Spots/Week Rating Rate 10/07/12 \$2,000.00 0.00 Week: 10/01/12 35 WKYC 10/02/12 10/02/12 M-F 9-10a Today II 9a-10a - T- - - -:30 \$800.00 P-2 0.00 NM CM \$800.00 1 Today Show II **TODAY SHW2-NBC** 

Rating

0.00

--W---

:30

1 \$3,500.00 P-2

0.00 NM

\$3,500.00

Rate

\$800.00

11-1135p

Weekdays

**End Date** 

10/07/12

Start Date

36 WKYC 09/26/12 09/26/12

Week: 10/01/12

Spots/Week

CM

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Totals

\$73,900.00

Order / Rev: 716981 Advertiser: NEA Fund for Children and Public

Week: 09/24/12

09/30/12

**NEA FUND CHILD & PUB** Alt Order #: 06340417 Product Desc: **WKYC** 

09/26/12 - 10/02/12 1664 Flight Dates: Estimate:

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots M-F 11-1135p Channel 3 News at 11p M-F CH 3 NWS AT 11< Weekdays Spots/Week Start Date **End Date** Rate Rating - - W- - - -Week: 09/24/12 09/30/12 \$3,500.00 0.00 37 WKYC 09/26/12 09/26/12 M-F 10-11a СМ 10a-11a - - W- - - -:30 \$800.00 P-2 0.00 NM \$800.00 1 M-F 10-11a TODAY SHW3-NBC< Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 - - W- - - -\$800.00 0.00 38 WKYC 09/26/12 09/26/12 M-F 4-5p СМ 4p-5p --W----:30 \$800.00 P-2 0.00 NM \$800.00 Ellen Degeneres ELLEN< Weekdays Start Date **End Date** Spots/Week Rate Rating - - W- - - -09/30/12 Week: 09/24/12 \$800.00 0.00 39 WKYC 09/26/12 09/26/12 - - W- - - -:30 1 \$1.400.00 P-2 0.00 NM \$1,400.00 M-F 5-6p CM 5p-6p Dr. Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 - - W- - - -\$1,400.00 0.00 40 WKYC 09/26/12 09/26/12 M-F 6-7a CM 6a-7a - - W- - - -:30 1 \$2.500.00 P-2 0.00 NM \$2,500.00 Channel 3 News Today @ 6AM **CH3 NEWS TODAY End Date** Start Date Weekdays Spots/Week Rating Rate Week: 09/24/12 09/30/12 - - W- - - -\$2,500.00 0.00 41 WKYC 09/26/12 09/26/12 M-F 7-9a Today 7a-9a -- W----:30 1 \$2,500.00 P-2 0.00 NM \$2,500.00 CM **Today Show TODAY SHW** Weekdays **End Date** Spots/Week Start Date Rate Rating Week: 09/24/12 09/30/12 - - W- - - -1 \$2,500.00 0.00 42 WKYC 09/26/12 09/26/12 M-F 730-8p СМ - - W- - - -1 \$2,000.00 P-2 0.00 NM 730-8p :30 \$2,000.00 **Entertainment Tonight** ENT TONIGHT 30< Start Date **End Date** Weekdays Spots/Week Rating Rate - - W- - - -Week: 09/24/12 09/30/12 \$2,000.00 0.00 43 WKYC 09/26/12 09/26/12 M-F 9-10a Today II --W---CM 9a-10a :30 \$800.00 P-2 0.00 NM \$800.00 Today Show II **TODAY SHW2-NBC** Start Date **End Date** Weekdays Spots/Week Rate Rating - - W- - - -

0.00

\$800.00